

FOR IMMEDIATE RELEASE

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Contact: Victoria Orilio 315.797.8520  
Marketing Director/Sangertown Square  
Email: VictoriaOrilio@pyramidmg.com



## **“Sangertown Square’s Black Friday Survival Guide”**

**New Hartford, NY** – Make Black Friday easier and more enjoyable by following Sangertown Square’s Black Friday Survival Guide.

### **Step One: Select top priority stores**

Research the deals in advance and decide what stores are your priority on Black Friday.

- The most popular choices at Sangertown Square typically include Bath & Body Works, H&M, JCPenney, Macy’s, Target, Victoria’s Secret, and more.

### **Step Two: Create an itinerary**

Find out when your priority stores open for Black Friday. Visit [Sangertown.com](http://Sangertown.com) to view a map to identify the most efficient route based on store openings and the retailers in between.

### **Step Three: Group designations**

Look at your itinerary and share your shopping lists with your group. Designate who in your group will shop at specific retailers.

### **Step Four: Make time for breaks**

Eating and drinking aren’t at the top of your list after a Thanksgiving feast but it’s important to keep your energy going and stay hydrated. Several eateries will be open on Thanksgiving including PiNZ. Offering a limited menu and drinks to keep you going, PiNZ will be open 7pm to midnight on Thanksgiving and reopen 10am on Black Friday to fuel your shopping needs.

### **Step Five: Bring Family and Friends**

Black Friday shopping doesn’t have to be stressful. With family and great friends you can accomplish what you came for and have fun! Bring your group to visit with Santa on Black Friday from 10am – 8pm in Center Court and get a picture to remember your yearly shopping adventure. Play a friendly game of bowling at PiNZ or let the kids loose by climbing and sliding at Billy Beez.

Sangertown Square is the only fully enclosed shopping, dining, and entertainment destination in the Mohawk Valley. Start planning your Black Friday visit today.

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**About Sangertown Square**

Sangertown Square is the Mohawk Valley's only enclosed shopping center enjoying a superior location in Oneida County, the geographic center of New York State. Located in the town of New Hartford, Sangertown is located just outside the nationally renowned six million acre Adirondack Park. The center is anchored by Macy's, Boscov's, JC Penney, HomeGoods, Target and Dick's Sporting Goods and offers more than 70 retail shops and restaurants.

**About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Sangertown Square, is one of the largest, most innovative, privately-held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).